COLLABORATING VIA THE PLATFORM
– CASE STUDY ON IMPLICATIONS FOR WORK AND ORGANISATION IN THE NETHERLANDS
EU-OSHA Workshop on Protecting workers in the online platform economy | Prof. dr. Steven Dhondt
PLATFORM PREDICTIONS: OPPORTUNITIES OR CHALLENGES?

Are ‘normal’ jobs going to disappear?

Will the economy get ‘uberised’?

Are ‘normal’ companies going to disappear?

Is Europe a victim of the US Tech Giants?
THE DUTCH PLATFORM ECONOMY: WORK BY BUSINESSES AND CONSUMERS

Prosumers (1/year)
- 800,000

Prosumers (1/month)
- 1,000,000

Prosumers (1/week)
- 400,000

Platform companies: online services
- 6,000

Platform companies: webshops
- 28,800

Producers

Self-employed

Consumers (75% of all consumers)

FEPS/UNI/UH – NL: “Platform work is nice extra work.” (Dhondt, 2016)

FEPS/UNI/UH – NL: “Less than 5% of employment.” (Dhondt, 2016)

ZEA: “4.5% of self-employed use platforms for work” (Lautenbach e.a., 2017)
CASE STUDY: ORGANISATION AND EMPLOYMENT CONDITIONS, THE MEDIATING ‘EU-CONTEXT’

Company:
- 8% of market
- focus on quality in supply
- “changing business model”

Consumers:
- use Werkspot to test price of service
- flexible commenting

Suppliers: # = 7200
- 80% SE; 20% Companies
- Dependency rate:
  - 7% = 100% dependent
  - 45% = 25% dependent

Suppliers:
- Wrong price-perception
- Werkspot charges what suppliers charge each other
- Werkspot is launching platform for start-up
- Main focus remains on network-building (outside of Werkspot)
POLICY OPTIONS?

- Platform economy: regulation versus innovation?
  - FNV: wages, worker rights, working times, insurances, anti-discrimination, social security, professional skills, trade union rights
  - Innovation: new market outlets, more competition

- Technology and economic institutional context requires ‘social innovation’
  - Counter strategies from trade unions: IG Metal; www.coworker.org; dynamo; turkoption; www.fixmyjob.com; open source unionism (FNV, 2017)
  - Counter strategies from consumers: “the age of criticism” (Fournier e.a., 2011); the ‘biased wisdom of the crowd’ (Kostakos, 2009); the ‘runaway crowd’ (Rowley e.a., 2007)
  - Social innovation (Dhondt e.a., 2014)
SOURCES


